

# FILE COPY



## CERTIFICATE OF INCORPORATION OF A PRIVATE LIMITED COMPANY

Company Number 13059768

The Registrar of Companies for England and Wales, hereby certifies that

**EQUITY BRANDS LIMITED**

is this day incorporated under the Companies Act 2006 as a private company, that the company is limited by shares, and the situation of its registered office is in England and Wales

Given at Companies House, Cardiff, on 3rd December 2020



\* N13059768Q \*



Companies House



THE OFFICIAL SEAL OF THE  
REGISTRAR OF COMPANIES



Companies House

**IN01**<sub>(ef)</sub>

**Application to register a company**



*Received for filing in Electronic Format on the: 02/12/2020*

*X9J2H80*

*Company Name in full:*

**EQUITY BRANDS LIMITED**

*Company Type:*

**Private company limited by shares**

*Situation of Registered Office:*

**England and Wales**

*Proposed Registered Office Address:*

**THOR HOUSE 49 GUILDFORD ROAD  
BAGSHOT  
SURREY  
ENGLAND GU19 5NG**

*Sic Codes:*

**64303**

*I wish to entirely adopt the following model articles:*

**Private (Ltd by Shares)**

## ***Proposed Officers***

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### ***Company Director***      ***1***

***Type:***                      **Person**

***Full Forename(s):***        **MR JAMES MICHAEL**

***Surname:***                **CROWSON**

***Former Names:***

***Service Address:***        **recorded as Company's registered office**

***Country/State Usually***    **ENGLAND**

***Resident:***

***Date of Birth:***    **\*\*/12/1971**                      ***Nationality:***    **ENGLISH**

***Occupation:***    **CHARTERED**  
                         **ACCOUNTANT**

***The subscribers confirm that the person named has consented to act as a director.***

## ***Statement of Capital (Share Capital)***

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|                               |                 |                                 |           |
|-------------------------------|-----------------|---------------------------------|-----------|
| <i>Class of Shares:</i>       | <b>ORDINARY</b> | <i>Number allotted</i>          | <b>30</b> |
| <i>Currency:</i>              | <b>GBP</b>      | <i>Aggregate nominal value:</i> | <b>30</b> |
| <i>Prescribed particulars</i> |                 |                                 |           |

### **FULL RIGHTS REGARDING VOTING, PAYMENT OF DIVIDENDS AND DISTRIBUTIONS**

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#### **Statement of Capital (Totals)**

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|                  |            |                                       |           |
|------------------|------------|---------------------------------------|-----------|
| <i>Currency:</i> | <b>GBP</b> | <i>Total number of shares:</i>        | <b>30</b> |
|                  |            | <i>Total aggregate nominal value:</i> | <b>30</b> |
|                  |            | <i>Total aggregate unpaid:</i>        | <b>0</b>  |

## ***Initial Shareholdings***

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*Name:* **JAMES CROWSON**

*Address* **THOR HOUSE 49  
GUILDFORD ROAD  
BAGSHOT  
SURREY  
ENGLAND  
GU19 5NG**

*Class of Shares:* **ORDINARY**

*Number of shares:* **10**

*Currency:* **GBP**

*Nominal value of each share:* **1**

*Amount unpaid:* **0**

*Amount paid:* **1**

*Name:* **RUSSELL VALLER**

*Address* **THOR HOUSE 49  
GUILDFORD ROAD  
BAGSHOT  
SURREY  
ENGLAND  
GU19 5NG**

*Class of Shares:* **ORDINARY**

*Number of shares:* **10**

*Currency:* **GBP**

*Nominal value of each share:* **1**

*Amount unpaid:* **0**

*Amount paid:* **1**

*Name:* **MARK BULL**

*Address* **THOR HOUSE 49  
GUILDFORD ROAD  
BAGSHOT  
SURREY  
ENGLAND  
GU19 5NG**

*Class of Shares:* **ORDINARY**

*Number of shares:* **10**

*Currency:* **GBP**

*Nominal value of each share:* **1**

*Amount unpaid:* **0**

*Amount paid:* **1**

## ***Persons with Significant Control (PSC)***

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### **Statement of initial significant control**

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**On incorporation, there will be someone who will count as a Person with Significant Control (either a registerable person or relevant legal entity (RLE)) in relation to the company**

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## ***Individual Person with Significant Control details***

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***Names:*** **MR MARK PHILIP DAVID BULL**

***Country/State Usually Resident:*** **ENGLAND**

***Date of Birth:*** **\*\*/04/1979** ***Nationality:*** **ENGLISH**

***Service address recorded as Company's registered office***

***The subscribers confirm that each person named as an individual PSC in this application knows that their particulars are being supplied as part of this application.***

|                          |                                                                                                                                    |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| <i>Nature of control</i> | <b>The person holds, directly or indirectly, more than 25% but not more than 50 % of the voting rights in the company.</b>         |
| <i>Nature of control</i> | <b>The person holds, directly or indirectly, more than 25% but not more than 50 % of the shares in the company.</b>                |
| <i>Nature of control</i> | <b>The person has the right, directly or indirectly, to appoint or remove a majority of the board of directors of the company.</b> |

## ***Individual Person with Significant Control details***

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***Names:*** **MR JAMES MICHAEL CROWSON**

***Country/State Usually  
Resident:*** **ENGLAND**

***Date of Birth:*** **\*\*/12/1971** ***Nationality:*** **ENGLISH**

***Service address recorded as Company's registered office***

***The subscribers confirm that each person named as an individual PSC in this application knows that their particulars are being supplied as part of this application.***

|                          |                                                                                                                                    |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| <i>Nature of control</i> | <b>The person holds, directly or indirectly, more than 25% but not more than 50 % of the voting rights in the company.</b>         |
| <i>Nature of control</i> | <b>The person holds, directly or indirectly, more than 25% but not more than 50 % of the shares in the company.</b>                |
| <i>Nature of control</i> | <b>The person has the right, directly or indirectly, to appoint or remove a majority of the board of directors of the company.</b> |

## ***Individual Person with Significant Control details***

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***Names:*** **MR RUSSELL JOHN VALLER**

***Country/State Usually  
Resident:*** **ENGLAND**

***Date of Birth:*** **\*\*/12/1980** ***Nationality:*** **ENGLISH**

***Service address recorded as Company's registered office***

***The subscribers confirm that each person named as an individual PSC in this application knows that their particulars are being supplied as part of this application.***

|                          |                                                                                                                                    |
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| <i>Nature of control</i> | <b>The person holds, directly or indirectly, more than 25% but not more than 50 % of the shares in the company.</b>                |
| <i>Nature of control</i> | <b>The person has the right, directly or indirectly, to appoint or remove a majority of the board of directors of the company.</b> |

## ***Statement of Compliance***

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*I confirm the requirements of the Companies Act 2006 as to registration have been complied with.*

*Name:* **JAMES CROWSON**

*Authenticated* **YES**

*Name:* **RUSSELL VALLER**

*Authenticated* **YES**

*Name:* **MARK BULL**

*Authenticated* **YES**

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## ***Authorisation***

*Authoriser Designation:* **subscriber**

*Authenticated* **YES**

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# COMPANY HAVING A SHARE CAPITAL

## Memorandum of Association of EQUITY BRANDS LIMITED

Each subscriber to this memorandum of association wishes to form a company under the Companies Act 2006 and agrees to become a member of the company and to take at least one share.

| Name of each subscriber | Authentication               |
|-------------------------|------------------------------|
| JAMES CROWSON           | Authenticated Electronically |
| RUSSELL VALLER          | Authenticated Electronically |
| MARK BULL               | Authenticated Electronically |

Dated: 02/12/2020